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"LOOK, LISTEN AND LIVE" MESSAGE RECEIVED BY MILLIONS

Last year, the public awareness campaign known as "Train Safety Awareness Week" reached more than two million motorists, pedestrians and train commuters throughout Palm Beach, Broward and Miami-Dade counties. With more than double the number of people reached in 2005, last year's safety blitz was a huge success, and this year's event is expected to be even larger!

Next month, April 15-21, the Operation Lifesaver South Florida Chapter and the South Florida Regional Transportation Authority will once again team up with partnering agencies, tri-county law enforcement agencies and emergency response teams to enforce state statutes and make sure the "Look, Listen and Live" message is still fresh in peoples' minds! Local law enforcement will be issuing citations and traffic tickets to motorists and pedestrians violating state statutes, while volunteers will be handing out educational information about safety around railroad rights-of-way.

Information will also be available concerning "quiet zones" along the South Florida Rail Corridor, trespassing and other safety and security issues.

With another increase in train service expected to be introduced in the upcoming months, TSAW is more important than ever! In addition to the TSAW safety blitz, Operation Lifesaver presenters are available to schedule appearances in schools and throughout the community to educate people about train safety. These presentations can be tailored to any age and are available in English or Spanish. If you would like to schedule a presentation for your group, please contact Mike Elias, Operational Lifesaver's South Florida coordinator at 954-214-1372 or at melias@herzogcompanies.com.



"Do not stop on the tracks" is just one of the messages police officers and volunteers send to motorists and pedestrians during Operation Lifesaver's Train Safety Awareness Week.

March 2007

onboard

The latest news from the South Florida Regional Transportation Authority, a partnership between Broward, Miami-Dade & Palm Beach counties.

SENIORS GOING PLACES

It's no secret that South Florida has a large senior population. That's why Tri-Rail is making sure that seniors are aware of all the benefits that riding Tri-Rail has to offer, through community outreach efforts and even a senior talent competition. Eligible for a discounted rate of up to 50 percent on one-way, roundtrip and monthly tickets, as well as discounted fares as low as \$2, Tri-Rail is definitely the Way to Go for seniors!

Tri-Rail has launched an extensive outreach effort to engage seniors. As part of this program, Tri-Rail is partnering in a senior talent competition, with auditions being held March 28 (see "Are you the Next Senior Idol" for more information).

Tri-Rail staff members are also available to visit senior communities to make presentations about the train. To schedule a complimentary presentation for your community, or for more information about Tri-Rail's senior programs, please contact Andrea Reitor at 954-788-7937 or reitora@sfrta.fl.gov.

ARE YOU THE NEXT SENIOR IDOL?

Holy Cross Hospital's Senior Idol, presented in part by Tri-Rail, will once again make headlines with a talent search for South Florida singers, aged 65 years and over. The competition will crown one talented singer, awarding them with a \$1,000 cash prize and a free pass to ride Tri-Rail for one year. Auditions are slated for Wednesday, March 28 at Holy Cross



Ten local seniors competed in Holy Cross Hospital's Senior Idol last year, which is returning to the stage May 22.

Hospital, 4725 North Federal Highway, in Fort Lauderdale.

Last year's competition brought out 125 seniors, each vying for the chance to win the title of Holy Cross Hospital's first Senior Idol. Only 12 seniors were selected and each performed at a sold-out show of more than 1,000 spectators at Parker Playhouse in Fort Lauderdale. At the end, Don Ladd (age 66) of Tamarac was crowned the winner.

"With the overwhelming response we received from last year's program, we are excited to again host this incredible event," said Sr. Rita Levasseur, vice president of Sponsorship and Mission Effectiveness. "We

are committed to the senior community and, as a leading geriatric healthcare provider, this program clearly provides an outlet for active and talented seniors to shine."

The competition is open to individual singers who are residents of Broward, Miami-Dade and Palm Beach counties. Twelve lucky seniors will be selected by a panel of judges during the March auditions. Audition finalists must be available to perform at the final competition on the evening of May 22, 2007.

"We applaud Holy Cross Hospital for their efforts in the senior community and are proud to support this event," said Marketing Director Bonnie Arnold, South Florida

(Continued on next page)

Regional Transportation Authority/Tri-Rail.
"Seniors are important to Tri-Rail as a provider of transportation services that complement the senior lifestyle."

Holy Cross Hospital in Fort Lauderdale is a full-service, non-profit Catholic hospital, sponsored by the Sisters of Mercy, which officially opened on December 8, 1955. Holy Cross is a 2004 and 2005 *U.S. News & World Report*, "Best Hospital for Geriatric Medicine," and a 2003 - 2007 HealthGrades, "Distinguished Hospital for Clinical Excellence" award winner. Since opening its doors in 1955, the 571-bed hospital has offered progressive services and programs to meet the evolving healthcare needs of Broward County.

To schedule an audition call 954-351-7804 by Friday, March 23, 2007.

TRIUNFANDO EN LA TERCERA EDAD

N o es ningún secreto que el sur de la Florida cuenta con una gran población de personas de la tercera edad. Por eso queremos asegurarnos de que esas personas estén conscientes de todos los beneficios que les brinda Tri-Rail, mediante esfuerzos para relacionarse con la comunidad y hasta un concurso de talentos para ellos. Ya que son elegibles para tarifas de descuento de un 50 por ciento en pasajes de ida, de ida y vuelta, y mensuales, ¡el modo de transporte para las personas de la tercera edad definitivamente es Tri-Rail!

Tri-Rail ha emprendido una iniciativa para atraer a los ancianos. Como parte de este programa, Tri-Rail se une al patrocinio de un concurso de talentos para ancianos, cuyas audiciones se celebrarán el 28 de marzo (consulte "¿Es usted el próximo ídolo anciano?" para obtener más información al respecto).

Personal de Tri-Rail también está disponible para visitar comunidades de ancianos a fin de hacer presentaciones sobre los servicios del tren. Para programar una presentación gratuita en su comunidad, o para obtener más información acerca de los programas para ancianos de Tri-Rail, comuníquese con Andrea Reitor al teléfono 954-788-7937 o a la dirección de correo electrónico reitora@sfrta.fl.gov.

¿ES USTED EL PRÓXIMO ÍDOLO ANCIANO?

El concurso llamado Ídolo anciano de el hospital Holy Cross, patrocinado en parte por Tri-Rail, otra vez aparecerá en primera plana en búsqueda de talentos de al menos



65 años de edad, cantantes y residentes del sur de la Florida. El concurso coronará un cantante talentoso, premiándolo con \$1,000 en efectivo y un pasaje gratuito, válido por un año, de viajes en Tri-Rail. Las audiciones están programadas para el miércoles, 28 de marzo, en el hospital Holy Cross, 4725 North Federal Highway, en Fort Lauderdale.

125 ancianos concursaron al concurso del año pasado, cada uno compitiendo por la oportunidad de ser el primer Ídolo anciano, título otorgado por el hospital Holy Cross. Solamente 12 de esos concursantes fueron seleccionados para actuar en un espectáculo, para el cual se agotaron las más de 1,000 localidades del Parker Playhouse en Fort Lauderdale. Al final, el señor Don Ladd (de 66 años) de Tamarac fue coronado el ganador.

A partir de la generosa respuesta recibida del público para el programa del año pasado, nos emociona mucho patrocinar de nuevo este evento increíble", dijo Sor Rita Levasseur, vicepresidenta del Departamento de Patrocinios y Efectividad de la Misión. "Estamos comprometidos a servir la comunidad de ancianos, y como uno de los proveedores más importantes de atención médica geriátrica, este programa claramente proporciona una forma de reconocer a personas de la tercera edad aun activas y talentosas".

El concurso está abierto a cantantes individuales que son residentes de los condados de Broward, Miami-Dade o Palm Beach. Sólo 12 participantes serán

seleccionados por un panel de jueces durante las audiciones de marzo. Los finalistas deben estar disponibles para actuar en la competencia final en la noche de 22 de mayo 2007.

"Aplaudimos los esfuerzos del hospital Holy Cross en la comunidad de ancianos, y estamos orgullosos de apoyar este evento", dijo Bonnie Arnold, Directora de Mercadeo de la Autoridad Regional de Transporte del Sur de la Florida/Tri-Rail. "Las personas de la tercera edad son importantes para Tri-Rail, ya que es un servicio de transporte que complementa el estilo de vida de ancianos y jubilados."

El hospital Holy Cross de Fort Lauderdale, el cual fue inaugurado oficialmente el 8 de diciembre de 1955, es una institución católica sin fines de lucro, que brinda una amplia gama de servicios médicos, y está patrocinada por la orden de las Hermanas de la Misericordia. Holy Cross fue nombrado "Mejor hospital de medicina geriátrica" en 2004 y 2005 por la revista *U.S. News & World Report*, y también "Hospital distinguido por la excelencia clínica" de 2003 a 2007 por la publicación *HealthGrades*. Desde que abrió sus puertas en 1955, este hospital de 571 camas ha ofrecido servicios y programas progresistas para enfrentar las necesidades cambiantes de salud pública en el condado Broward.

Para programar una audición, llame al 954-351-7804 antes del viernes, 23 de marzo de 2007.

SENYÒ K AP ALE ANPIL KOTE

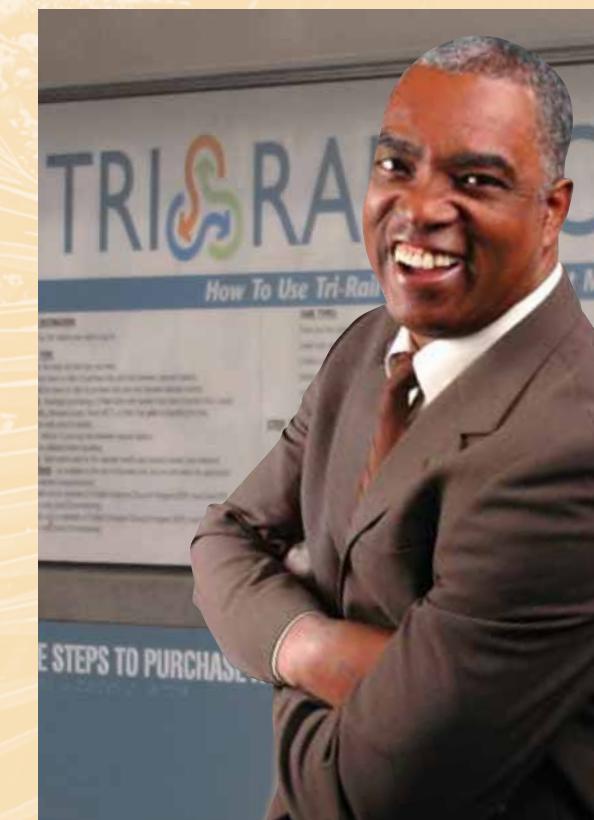
T out moun konnen Eta Florid genyen yon gwo kantite senyò k ap viv andedan li. Se pousa Tri-Rail vle asire senyò yo konsyan tout benefis yo kapab jwenn lè yo deplase ak Tri-Rail, grasa yon kanpay pou kontakte kominote a mentou grasa yon konpetisyón talan pou senyò. Poutèt yo kapab kalifye pou yon rabè ki rive jis 50 poustan pou ale senp, ale-retou ak tikè mansyèl, mentou pou tarif redui ki kapab desann rive jouk \$2, Tri-Rail se vreman Miyò Mwayen Deplasman pou senyò yo!

Pou kapab kontakte senyò yo, Tri-Rail te lanse yon kokennchenn kanpay. Nan kad pwogram sa a, Tri-Rail deside patisipe nan yon patenarya pou òganize yon konpetisyón talan pou senyò; odisyon yo pral fèt jou 28 Mas (si ou ta renmen jwenn plis enfòmasyon, al gade nan «Èske ou se pwochen Idòl Senyò a»).

Manm pèsònèl Tri-Rail la disponib tou pou vizte kominote senyò yo pouf è konferans sou tren an. Si ou vle òganize yon konferans gratis pou kominote w, oswa si out a renmen plis enfòmasyon sou pwogram Tri-Rail pou senyò yo, tanpri kontakte Andrea Reitor nan 954-788-7937 oswa nan reitora@sfrta.fl.gov.

ÈSKE OU SE PWOCHEN IDÒL SENYÒ A?

Konpetisyón talan Holy Cross Hospital la ki rele «Senior Idol» Tri-Rail ap sponsorize tou, pral fè pali de li nan tout laprès la poutèt y ap chèhe moun ki gen talan nan Sid Eta



Florid, ki dwe genyen omwen 65kan. Konpetisyón an pral rekonzanse yon chantè ki gen talan, e yo pral remèt li yon pri lajan \$1,000 dola ak yon abonnman gratis pou deplase ak Tri-Rail pandan yon lane. Odisyon yo òganize pou Mèkredi 28 Mas nan Holy Cross Hospital, 4725 North Federal Highway, nan Fort Lauderdale.

Konpetisyón an dènyè a te regroupe 125 senyò, ki te chak vle genyen tit premye Idòl Senyò Holy Cross. 12 senyò sèlman te seleksyone e chak te chante devan plis pase 1,000 espektatè nan piblik la ki te ranpli nètale Parker Playhouse nan Fort Lauderdale. Finalman, se Don Ladd (66zan) ki soti Tamarac ki te pran premye plas.

Sr. Rita Levasseur, vis prezidan Sponsò ak Efikasite Misión te di: «Poutèt kokennchenn reyaksyon pozitif nou te resevwa ane dènyè ak pwogram la, nou kontan kapab òganize yon nouvèl fwa evenman enkwòyab sa a». «Nou angaje nou pou kominote senyò yo e antan founisè swen sante pou granmoun, pwogram sa a founi klèman yon debouche pou senyò ki aktif e ki gen talan kapab jwenn siksè.»

Konptisyón an louvri pou chantè endividylek ki rezidan nan county Broward, Miami-Dade ak Palm Beach yo. Yon gwoup jij pral seleksyone 12 patisipan sèlman pandan odisyon mwa Mas yo. Finalis odisyon yo dwe disponib pou chante nan konpetisyón final la k ap òganize 22 Me 2007 lannwit.

Direktè Marketing Ajans Transpò Rejyonal Sid Eta Florid/Tri-Rail ki rele Bonnie Arnold te di «Nou bat bravo pou Holy Cross Hospital poutèt tout efò yo fè pou kominote senyò yo e nou fyè poutèt nou kapab sipòte evenman sa a». «Senyò yo enpòtan pou Tri-Rail antan founisè sèvis transpò ki komplete mòd de vi senyò yo.»

Holy Cross Hospital nan Fort Lauderdale se yon lopital katolik ak sèvis konplè ki pa pou fè pwofesi, Sè de la Charite ap finanse, ki te louvri ofisyèlman jou 8 desanm 1955. Holy Cross nan ane 2004 ak 2005 te resevwa nan men *U.S. News & World Report*, kalifikasyon «Miyò Lopital pou Medsin pou Granmoun», e nan 2003 - 2007 *HealthGrades*, yo te nonmen li «Lopital Onorab pou Ekselans Klinik.» Depi li te louvri pòt li an 1955, lopital sa ki gen 571 kabann ladann te ofri sèvis ak pwogram progrisif pou reponn evolisyon bezwen swen sante nan Broward County.

Si ou vle fè yon randevou pou yon odisyon, rele 954-351-7804 anvan Vandredi 23 mas 2007.



Gwendolyn Young of Miami Gardens enjoys her new cellular phone from Cingular Wireless, compliments of last month's Tri-Rail promotion.

THIS CALL IS ON US

G wendolyn Young (Miami Gardens), Barbie Grant (Dania Beach) and David Rumsey (West Palm Beach) were randomly selected as winners of Tri-Rail's recent promotion with Cingular Wireless. These lucky winners will enjoy a new cellular phone with unlimited service for one year from Cingular Wireless.

Tri-Rail recently partnered with Cingular Wireless to launch a marketing campaign targeting college students. At select college campuses, Tri-Rail provided the latest train schedule and fare information, while offering students the chance to win.

Congratulations to our winners and a special thanks to Cingular Wireless for their support of Tri-Rail and public transportation.

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